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Application Number	09/828,463
Filing Date	April 6, 2001
First Named Inventor	Louis D. Giacalone, Jr.
Title	METHOD AND SYSTEM FOR...
Art Unit	2154
Examiner Name	Hareesh N. Patel
Attorney Docket Number	83336.1792

I hereby revoke all previous powers of attorney given in the above-identified application.

A Power of Attorney is submitted herewith.

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I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

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I am the:

Applicant/Inventor.

OR

Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on

SIGNATURE of Applicant or Assignee of Record

Signature

Date

5/23/2009

Name

Mark Lerner

Telephone

Title and Company

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.\*

\*Total of 4 forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to be (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including time for marking, filling out, and signing the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this collection of information should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Louis D. Giacalone, Jr.

Application No./Patent No.: 09/828,463/7,228,341

Filed/Issue Date: April 6, 2001/June 5, 2007

Titled: METHOD AND SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND CONTROLLING THE PLAY SCHEDULING OF ADVERTISING AND OTHER COMMUNICATIVE MEDIA

(Name of Assignee), a Corporation

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest in;
- an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
- the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made) the patent application/patent identified above, by virtue of either:
  - An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

B.  A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Louis D. Giacalone, Jr. To: Coolsign Media, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel 015865, Frame 0438, or for which a copy thereof is attached.

2. From: Coolsign Media, Inc. To: Clarity Visual Systems, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel 015889, Frame 0055, or for which a copy thereof is attached.

3. From: Clarity Visual Systems, Inc. To: Partners For Growth II, L.P.

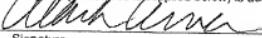
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Additional documents in the chain of title are listed on a supplemental sheet(s).

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

Mark Lerner

Printed or Typed Name



Date

Secretary

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

SUPPLEMENTAL SHEET**Statement Under 37 CFR 3.73(b)**Chain of Title continued:

4. From: Clarity Visual Systems, Inc.  
To: Silicon Valley Bank  
The document was recorded in the United States Patent and Trademark Office at Reel 018231, Frame 0711.
5. From: Cornell Acquisition Corporation  
To: Clarity Visual Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 021679 Frame 0023.
6. From: Clarity Visual Systems, Inc.  
To: Cornell Acquisition Corporation  
The document was recorded in the United States Patent and Trademark Office at Reel 021719, Frame 0543.
7. From: Silicon Valley Bank  
To: Clarity Visual Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 021817, Frame 0992.
8. From: Cornell Acquisition Corporation  
To: Clarity, A Division of Planar Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 021679 Frame 0026.
9. From: Clarity, A Division of Planar Systems, Inc.  
To: Bank of America, N.A.  
The document was recorded in the United States Patent and Trademark Office at Reel 019892, Frame 0967.
10. From: Partners For Growth II, L.P.  
To: Clarity Visual Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 019628, Frame 0479.
11. From: Clarity, A Division of Planar Systems, Inc.  
To: Bally Gaming, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 021861, Frame 0259.

SUPPLEMENTAL SHEET

**Statement Under 37 CFR 3.73(b)**

12. From: Planar Systems, Inc.

Clarity, A Division of Planar Systems, Inc.

To: CS Software Holdings LLC

The document was recorded in the United States Patent and Trademark Office at Reel 022093, Frame 0579.